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VACATION TRAVEL BY CANADIANS IN 1975 IN THE UNITED STATES VOLUME 2 NEW ENGLAND





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VACATION TRAVEL BY CANADIANS IN 1975

IN THE UNITED STATES VOLUME 2

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata International

Sponsored by
the United States Travel Service,

the Canadian Government Office of Tourism,

the Ministry of Transport (Canada)

New Brunswick Department of Tourism

and

the Montreal Star, Ltd.

December, 1976



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SECTION I

HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1975

A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians in 1975" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) The New Brunswick Department of Tourism; and (5) The Montreal Star Ltd.

The survey represents the tenth in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1—Summary Report — provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to the nine U.S. tourist regions.

Volume 1: Summary Report - United States

Volume 2: New England - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: Eastern Gateway - New Jersey, New York.

Volume 4: George Washington Country - Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

- Volume 5: The South - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
- Volume 6: Great Lakes Country - Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.
- Volume 7: Mountain West - Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.
- Volume 8: Frontier West - Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.
- Volume 9: Far West - Alaska, California, Idaho, Nevada, Oregon, Washington.
- Volume 10: The Islands - American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

B. METHODOLOGY

This survey was based on a national probability sample involving 10,500 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

Limitations: In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

Canadian Arrivals: As may be noted, data on Canadian vacation arrivals in 1974 has been revised in this survey. Previous estimates of Canadian visitor arrivals were inflated due to the misinterpretation of survey complexities and weighting techniques. The correct estimation procedure has been applied to the 1974 data so as to produce more accurate estimates than were previously available. These estimates have been used in this survey.

C. HIGHLIGHTS OF THE FINDINGS

1. Canadian Vacation Travel in 1975

- Vacation travel by Canadians increased significantly in 1975, in spite of uncertain economic conditions—59% of the Canadian population vacationed in 1975, an all-time high—reversing the slight downturn recorded in 1973 and 1974.
- The growth in Canadian vacation travel in 1975 was widespread. However, the most significant upturn occurred in two regions of Canada—the Atlantic Provinces and the Prairies—apparently a recovery from a year when travel was depressed due to fuel shortages.
- The extent of multiple-trip taking remained about the same as in 1974. Two out of three travelers continued to take only one vacation trip per year.
- In 1975, 41% of Canadian adults did not take a vacation trip and among them only 15% claimed a “lack of interest” as the main reason for not traveling, “preferring activities around the home”. Most others simply were not in a position to travel, either for financial reasons, personal obligations, or because of health problems or work obligations.
- Business obligations was a key reason for individuals in the upper and upper-middle strata not to travel.
- There appears to be considerable latent interest in vacation travel among non-travelers. About 60% of the non-travelers in 1975 either have traveled in other years or would like to travel more often. Only 10% preferred not to travel at all. Interestingly, attitudes toward vacation travel differed very little between socio-economic strata.
- Trip destinations changed somewhat in 1975, favoring the U.S. In 1975, 24% of all vacation trips were to the U.S., compared with 22% in 1974—representing a recovery from 1974 when fuel shortages affected travel from Canada.
- Canada's share of the vacation travel market remained stable in 1975, with trips within Canada accounting for 66% of all travel. The share of trips to overseas countries decreased marginally, from 12% in 1974 to 10% in 1975, mainly because of the rising cost of trans-Atlantic travel. Trips to the Caribbean maintained their share.
- Air travel to the U.S. increased in 1975 compared to 1973. However, between 1974 and 1975 usage of air travel declined from 39% to 32%. The 1974 figure was atypically high, however, due to gasoline shortages for automobile travel in 1974.
- In 1975, 20% of all “non-auto” Canadian vacation trips (or essentially trips by commercial carrier) involved inclusive package tours, an increase of 4 points during the past 4 years (when last measured).
- Canadian travelers appeared to be taking greater advantage of the services of a travel agent. In 1975, 16% consulted an agency when planning their trip, more than double the proportion in 1970 (7%).
- In 1975, 20% of all Canadian vacation trips by air were by charter. The proportion varied by destination with the highest level of air charter travel to the Caribbean at 50%, with Europe next at 38%, followed by air charter travel to the U.S. mainland at 16%.
- More Canadians appeared to be traveling to “a particular vacation spot” than in previous years (30%), sightseeing in cities and towns (20%) and shopping (9%). Social and ethnic ties remained the prime motivation for

vacationing within Canada (47%). Canadian vacation travel within Canada for the purpose of visiting friends and relatives was 52% as compared to the 33% who did so when traveling to the U.S.

- The average expenditure per vacation trip increased from \$479 to \$554 since 1974 and, combined with an overall increase in travel, resulted in a 22% growth in total vacation spending—from \$2.4 billion in 1974 to \$2.9 billion in 1975.

2. Travel To The U.S. in 1975

- The U.S. received 3.3 million Canadian vacation visitors in 1975 who spent an estimated \$777 million in the U.S.
- Similar to 1974, the South and the Far West Regions each received more vacationers from Canada than any other U.S. region, (20% and 19%, respectively). Next most popular were New England (16%), Eastern Gateway (16%), and Great Lakes Country (10%), each of which borders on Canada. Among the others, Mountain West attracted 7%, U.S. Islands—5%, George Washington Country—4%, and Frontier West—2%.
- In terms of receipts, the South attained a 28% share, of total Canadian vacation travel spending in the U.S., Far West received 20%, followed by U.S. Islands (14%), Eastern Gateway (10%), New England (7%), Great Lakes Country (7%), Mountain West (6%), Frontier West (4%), and George Washington Country (3%).
- The most significant growth since 1974 in visitors to U.S. regions was recorded in Canadian vacation travel to the Eastern Gateway (+67%), the South (+43%) and Mountain West (+42%).
- In terms of receipts, greatest gains were recorded in Canadian vacation travel spending in Eastern Gateway (+65%), Mountain West (+58%), the South (+39%), and New England (+31%).
- Since 1974, Ontario and Quebec have become more important markets for the U.S. Specifi-

cially, the U.S. share of all Ontario-resident trips grew from 21% in 1974 to 24% in 1975, while the U.S. share of Quebec-resident trips reached 29% in 1975, up from 25% recorded in 1974.

- A lessening of the fuel crisis this past year rendered the automobile more viable than in 1974. Auto travel accounted for 55% of vacation trips to the U.S. in 1975, a recovery from 48% in 1974—the lowest share the motoring segment has experienced in the last decade.
- In 1975, 31% of all Canadian vacation trips to the U.S. on common carrier (or 13% of all trips to the U.S.) involved package tours.
- The travel agent played a role in planning 23% of all Canadian vacation trips to the U.S. in 1975 and, as expected, is more involved with air and bus trips than auto travel. Agents in 1975 helped plan 50% of all Canadian vacation air trips to the U.S., 29% of bus trips, and 7% of auto trips.
- 20% of all Canadian vacationers flying to the U.S. traveled on charter flights. As expected, Hawaii, Florida, and California were the most popular charter destinations.
- “Sightseeing” was the major reason given for vacationing in the U.S. (46%), followed by “spending time at vacation spots” (42%). “Visiting friends and relatives” ranked third with 33%. When viewing vacation activities between city and non-city areas, the majority favor non-city activities. Twenty eight percent of Canadians vacation here to engage in “sightseeing and doing things in cities and towns”. Participation in non-city activities appealed to many more—“sightseeing in the country” (28%), “camping or tenting” (10%), and “fishing, boating or participating in other outdoor activities” (8%). (Includes multiple responses.)
- Vacationing Canadians stayed 12.2 nights in the U.S. in 1975, almost one day longer than in 1974—11.5 nights.
- The summer and winter travel markets for the U.S. were virtually the same size. In 1975,

June to September accounted for 51% of all U.S. trips. On a quarterly basis, arrivals were as follows: 1st Quarter (23%), 2nd Quarter (17%), 3rd Quarter (42%) and 4th Quarter (18%). In 1975, slightly more Canadians traveled between December and April than in the previous year, reflecting the recovery of Florida traffic.

- About half (47%) of all Canadians vacationing in the U.S. decided within 4 weeks of departure to visit the country, while others decided almost equally between 1 and 2 months prior to leaving home (20%), 2 to 4 months (15%), and over 4 months (19%). It is interesting to note that 5% of the Canadians vacationing in the U.S. did not decide to do so until after their trip began.
- As expected, those on package tours and charter flights planned their vacations earlier than those traveling independently.
- Canadians traveling to the U.S. on vacations during 1975 were asked what were their "most favorable impressions". Responses were varied and imply that the U.S. is a country with a broad base of appeals to Canadians. The **physical beauty** was most impressive to visitors—particularly the beaches and the water, as well as the scenery in general.
- Attractive to an equal number of Canadians were the "facilities" encountered—including accommodations, restaurants and the variety of articles and relatively low prices for the shoppers.
- Other aspects of appeal were the weather, friendly people, and relaxed pace in certain areas of the country, as well as specific sightseeing activities, attractions, events and entertainment.
- Canadians were also asked for their negative comments, and about 58% had no unfavorable impressions to report. Of the 42% who did name some aspect of their trip which they did not like, the unfavorable impression given most often related to city conditions in the U.S., ranging from complaints of "dirtiness"

and "too much smog", to "traffic problems" and "violence".

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:

- Ontario was the major source of Canadian visitors for George Washington Country, The South, and The Great Lakes Country, while Quebec was more important to New England. Most Far West Region visitors came from British Columbia, whereas the Prairie Provinces were the major contributors to Frontier West and Mountain West tourism. Eastern Gateway states drew equal numbers of Canadians from Ontario and Quebec.
- To spend time at a vacation spot was the most common reason for Canadians to visit New England, The South and U.S. Islands. Friends and relatives, on the other hand, were more important motivations for tourists traveling to the Eastern Gateway, The Great Lakes Region, George Washington Country and the Mountain West Region. Sightseeing in cities and towns was the most common reason for vacationing in the Far West states.
- Most travelers to the relatively near states of New England, Eastern Gateway, George Washington Country and other bordering regions traveled by car, while the airplane appealed more often to visitors destined to California, the South and of course, the U.S. Islands.
- Canadian visitors to the U.S. who had a higher than average per capita expenditure per trip tended to:
 - reside in British Columbia, the Prairies, and Ontario;
 - visit the U.S. Islands, The South, and Frontier West;

- be 40 years of age or older;
- be English-speaking;
- be married;
- not have children living at home;
- be employed in a white-collar occupation, as a farmer or be students;
- be traveling to stay at a vacation spot, especially between October and May;
- be traveling by air;
- be on a winter vacation.

● From 1974 to 1975, there was an increase in Canadian travel to the U.S. by:

- visitors with a head of household income of \$14,000 or over;
- visitors aged 18 to 29;
- visitors with a family income of \$20,000 and over;

- visitors residing in single or semi-detached dwellings;
- visitors in skilled labor occupations;
- travelers to the Eastern Gateway, The South, and Mountain West regions;
- residents from Ontario and Quebec;
- visitors who traveled by car.

● From 1974 to 1975 there was a decrease in Canadian travel to the U.S. by:

- visitors without children living at home;
- visitors aged 40 to 49;
- visitors living in apartments;
- visitors traveling by air.

SECTION II

CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO NEW ENGLAND, 1975

A. HIGHLIGHTS

During 1975, the number of Canadian vacation trips to New England was estimated at 309,000 or 15% of the total 2 million trips to the United States.

New England's share of expenditures was significantly less than its share of vacation trips. In 1975, Canadian vacationers spent \$777 million in the U.S. with only 7% or \$57 million spent in the New England states. Canadian expenditures on each trip per adult amounted to \$119 compared to the national average of \$236. This relatively low trip spending in New England was partly a function of a shorter length of stay in New England by Canadians (8.6 nights on average) as compared to the U.S. as a whole (12.2 nights on average), as well as lower daily expenditures per adult in New England (\$14), than in the nation in general (\$21).

309,000 Canadian Vacation Trips to New England (+30% from 1974)

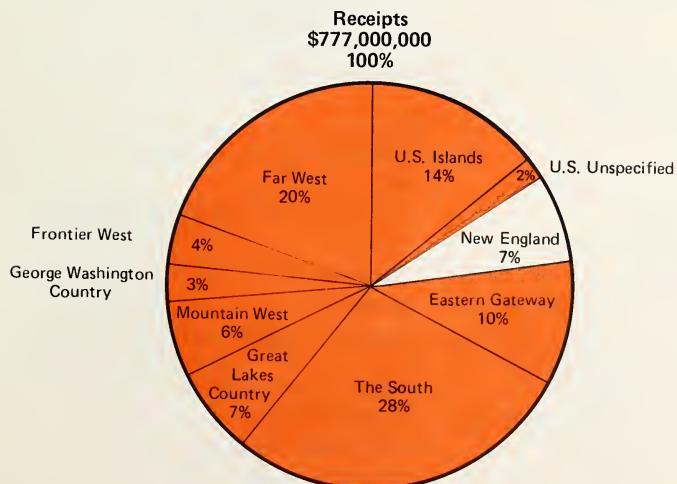
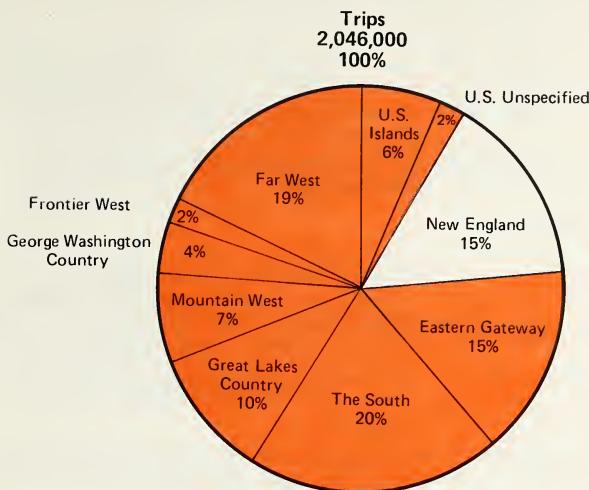
- 15% of total Canadian vacation trips to the U.S.

- 3rd most popular region in U.S. for Canadian vacationers.

\$57 Million Spent In New England By Canadian Vacationers (+24% from 1974)

- 7% of total Canadian vacation expenditures in U.S.
- 5th largest recipient of Canadian vacation dollars
- \$119 spent per adult per trip (-1% from 1974)
- \$14 daily spending per adult per trip (-7% from 1974)
- The 24% increase in Canadian vacation spending in New England in 1975 from 1974 was primarily a function of more Canadians visiting the region (+30%), as actual spending, both on a daily and trip basis declined slightly from 1974.

Chart 1
CANADIAN VACATION TRIPS AND EXPENDITURES IN THE U.S.
1975



Profile of Canadian Vacation Travelers to New England

The Canadian traveler vacationing in New England in 1975 can be described as follows: 88% lived in cities; half (50%) were from Quebec; 40% spoke French; 58% owned their own homes; 52% were women; 61% were married; 85% had either attended or completed high school; 47% were employed in white collar

jobs; 52% had family incomes of between \$10,000 and \$20,000 annually; and 54% had no children living at home.

Their travel habits can be summarized as follows: 79% traveled to the U.S. by automobile; 72% traveled between July and September; 49% engaged in sightseeing; 45% stayed at a vacation spot and 31% visited friends or relatives; their average length of stay in the United States was 8.6 nights.

PROFILE OF 1975 CANADIAN VACATION TRAVELERS TO NEW ENGLAND

Traveler Characteristics

Residence:	Urban (88%) Quebec (50%) and Ontario (30%) French-speaking (40%) and English-speaking (50%) Population over 500,000 (47%) Quebec residence for auto visitors (52%)
Dwelling Status:	Live in single/semi-detached dwelling (61%) Own their own dwelling (58%)
Sex:	Females (52%)
Age:	18-29 years (36%) and 50 years and over (24%)
Marital Status:	Married (61%)
Education:	Attended or completed high school (85%)
Occupation:	Professional/Mgr. Sales/White-collar (47%)
Family Income:	Median: \$15,000 \$10,000 - \$20,000 (52%) \$20,000 and over (27%)
Family Composition:	Adults only (54%)

Trip Characteristics

Purpose:	Sightseeing (49%), to spend some time at a vacation spot (45%), to visit friends or relatives (31%)
Mode of Transport:	Auto (79%)
Seasonality:	3rd quarter (72%), July (40%), August (26%)
Mean Length of stay:	8.6 nights
Mean Size of Traveling Party:	3.06 persons
Use of Travel Agent:	6% used in planning
Decision lead-time:	Planned trip within 2 months of departure (74%)
Favorable Impressions of New England:	Physical beauty (48%)
Unfavorable Impressions:	None recalled (58%)
Accommodation:	Motel (40%), Campground (31%)
Package Tours:	On Common Carrier (15%)

SIGNIFICANT CHANGES IN CANADIAN VACATION TRAVEL TO NEW ENGLAND FROM 1974 to 1975

- Increases in:
 - visitors from Ontario (25% to 30%)
 - visitors age 18 to 29 (31% to 36%)
 - university-educated visitors (18% to 29%)
 - visitors staying at a vacation spots (37% to 45%)
 - sightseers (36% to 49%)
 - auto visitors (74% to 79%)
 - third quarter visitors (64% to 72%)
- Decreases in:
 - visitors from Quebec (57% to 50%)
 - visitors over 40 years of age (48% to 40%)
 - less educated visitors (63% to 56%—high school or less)
 - visitors seeing relatives or friends (38% to 31%)
 - air visitors (18% to 7%)
 - fourth quarter visitors (17% to 11%)

SIGNIFICANT DIFFERENCES BETWEEN CANADIAN VACATION TRAVEL TO NEW ENGLAND AND TO THE U.S. AS A WHOLE

- New England compared to the U.S. as a whole had a much higher proportion of:
 - visitors from Eastern Canada
 - French-Quebec visitors
 - auto visitors
 - third quarter visitors
 - visitors praising natural beauty
 - campers
- New England compared to the U.S. as a whole had a much lower proportion of:
 - visitors from Ontario and Western Canada
 - English-speaking visitors
 - air visitors
 - first, second and fourth quarter visitors
 - long-stay visitors
 - travel agent users
 - visitors attracted by good weather and special tourist attractions
 - visitors staying in hotels
 - packaged tour travelers

B. DETAILED FINDINGS

The Canadian vacation market for New England during 1975 is described under the following three section headings: 1. Trips/Receipts; 2. Traveler Characteristics; and 3. Trip Characteristics.

1. Trips/Receipts

In 1975, New England ranked as the third most popular destination for Canadians vacationing in the U.S. and ranked fifth in term of receipts. The region received an estimated 15% of vacation trips from Canada and 7% of the tourist receipts during that year.

In absolute numbers, these percentages represent 309,000 vacation trips among the 2,046,000 vacation trips to the U.S. in total during 1975. (An additional 51,000 Canadian trips involved one or more nights in New England en route to other regions.) Of the \$777 million spent by Canadian vacationers in the U.S. in 1975, New England received an estimated \$57 million.

In comparison to 1974, trips to New England increased 30% (from 238,000) following visitor growth trends in other regions. In terms of share of trips to the United States, the gain was only 1 point - from 14% in 1974 to 15% in 1975.

Over the past several years, a fairly stable 5% of all overnight trips by Canadians have been destined to New England. Trips to New England accounted for 10% of the overnight vacation travel of residents of Quebec, 3% of trips by residents of Ontario and 14% of trips by residents of New Brunswick.

Canadian vacation expenditures in New England also mirrored the national pattern. The growth in receipts over 1974 was 24%, compared to 23% for the U.S. as a whole. (See Appendix B-1)

The per capita spending (per adult) among visitors to New England declined by 1% from 1974, from \$120 to \$119, and daily expenditures per adult declined from \$15 in 1974 to \$14 in 1975.

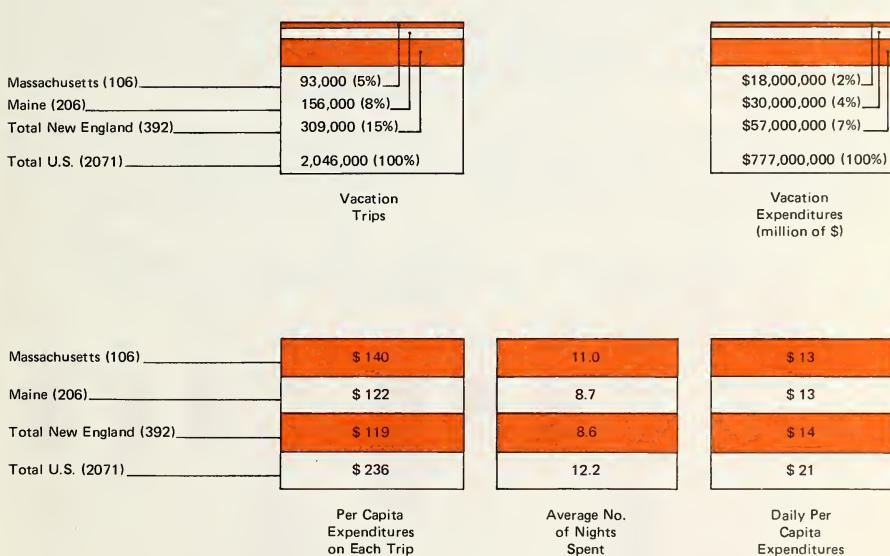
While the dollar per capita per trip spending has remained remarkably stable over the past three years, real per capita spending of Canadians declined significantly due to general inflation. Canadians effectively spent less per trip to the United States in real dollars. Therefore, this implies that the steady growth of Canadian travel to the U.S. is crucial in order to maintain the real receipts from the Canadian market of the U.S. travel and tourism industry.

Maine and Massachusetts were the most popular destinations within the New England States. Among those vacationing in the region, 53% stayed one or more nights in Maine, 29% in Massachusetts, and 35% in one or more of the other states.

Vacationers to Maine spent an estimated \$30 million in the region, up 36% from 1974. Visitor growth was even higher, however. In 1975, 156,000 Canadian trips were spent in Maine, up 49% from 105,000 trips in 1974.

Massachusetts also experienced gains in Canadian visits and receipts, but not to the same extent as Maine. In 1975, \$18 million was spent by Canadians on 93,000 vacation trips - representing gains of 20% in receipts and 41% in trips.

Chart 2
CHARACTERISTICS OF CANADIAN VACATION TRIPS TO NEW ENGLAND
(1975 Expenditures in U.S. Only)



2. Traveler Characteristics

This section presents a brief analysis of the following demographic characteristics of 1975 Canadian vacation travelers to New England: province of residence; residence of auto vacationers; size of community of residence; language spoken; type of dwelling occupied/ownership; sex; age; marital status; education; occupation; family income; family composition.

a) Province of Residence

Quebec was clearly the key Canadian market for New England as one-half of all visitors vacationing in this region resided in that province. Another 30% came from Ontario, the second most important province, while the nearby Atlantic provinces contributed significantly fewer – 16%.

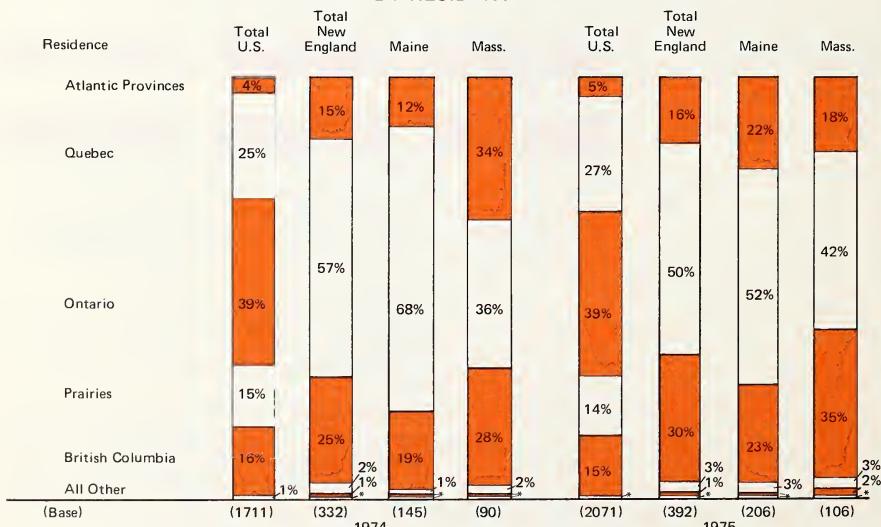
There was a notable change in the origin of Canadian vacationers to New England from 1973 to 1975. Ontario's share of the Canadian vacationers to New England increased from 23%

in 1973 to 25% in 1974, and 30% in 1975. On the other hand, the share of vacationers from the Atlantic provinces (16% in 1975) remained at the depressed 1974 level of 15%, considerably lower than the 1973 share of 27%. The decline in the share of Quebec residents in 1975 (from 57% in 1974 to 50% in 1975) approximately restored the 1973 conditions when Quebec accounted for 48% of New England's Canadian vacation visitors.

Maine was more successful in restoring its share of residents. Atlantic province residents accounted for 22% of the market in 1975, up from 12% in 1974 (or similar to the 1973 level of 23%). In 1975 there was a subsequent decline in the number of Quebec visitors (52% in 1975, a sharp decline from 68% in 1974, but similar to the 1973 level of 54%).

Although the sample of visitors to Massachusetts is very small, it did indicate a growth in Quebec and Ontario resident visitors and a decline in vacationers from the Atlantic provinces.

Chart 3
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY RESIDENCE



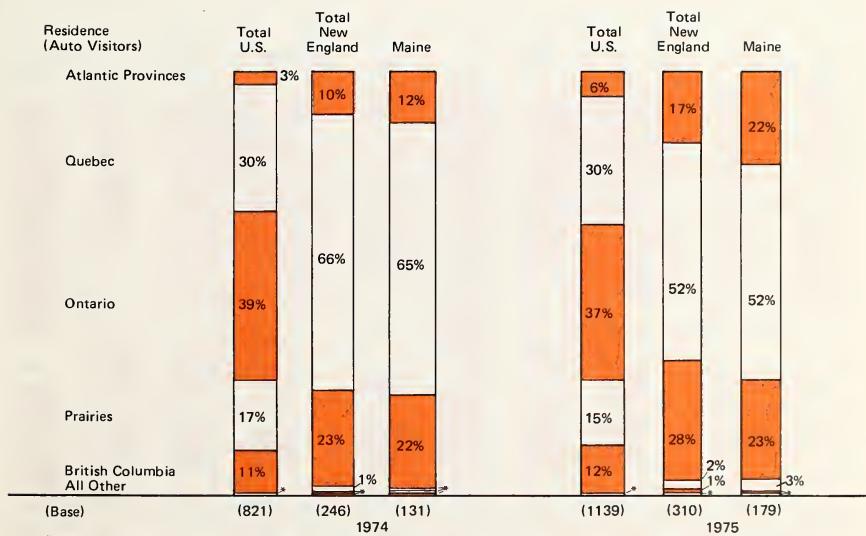
* Less than 1/2 of 1%

b) Residence Of Auto Visitors

The auto vacationer, who accounted for 80% of Canadians visiting New England, had a resident break-down very similar to the total market (as would be expected due to its dominance).

In 1975, 52% of the auto vacationers visiting New England were from Quebec, and 28% resided in Ontario.

Chart 4
CANADIAN VACATION TRAVELERS TO
NEW ENGLAND IN 1975
BY RESIDENCE OF AUTO VISITORS



* Less than 1/2 of 1%

c) Size of Community of Residence

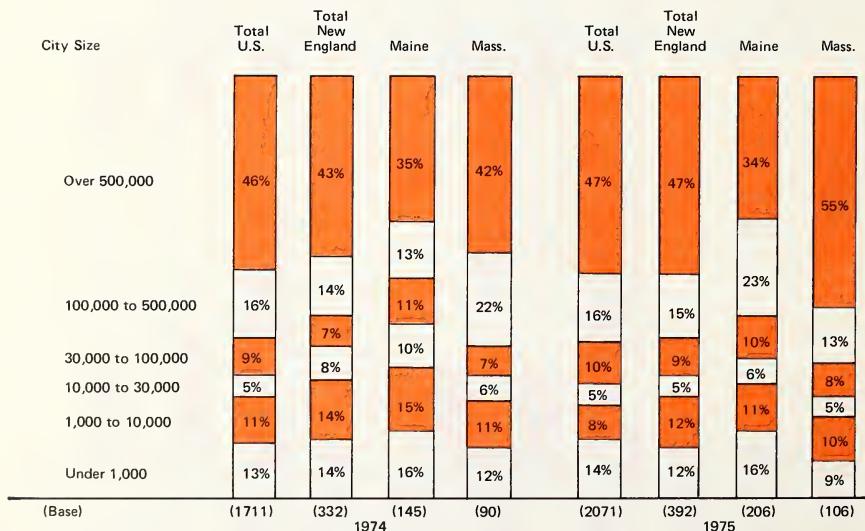
Not unlike the overall pattern of Canadian vacationers in the U.S., the market for Canadian travel to New England was primarily urban. About half of the Canadian visitors to New England (47%) resided in large metropolitan areas (500,000 + population), with another 1 in 4 living in intermediate sized communities: 15% in 100,000 to 500,000 and 9% in 30,000 to 100,000 population cities.

There has been a steady rise in the number and proportion of Canadian travelers to New England from urban areas in Canada. The urban visitor from large centers of 500,000 population

and over made up only 36% of all visitors in 1973, but in 1975 it reached 47%. The rapidity of this shift would indicate that it was not due to demographic changes in the Canadian population, but rather to social or economic factors.

In contrast to the overall U.S. or the New England regional pattern, Maine tended to attract residents from medium - sized cities (perhaps due to significance of the Atlantic province visitor), while Massachusetts, which is geographically closer to the heavily populated cities of Montreal and Toronto, attracted a larger proportion of the large city dwellers.

Chart 5
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY SIZE OF CITY OF RESIDENCE



* Less than 1/2 of 1%

d) Language Spoken

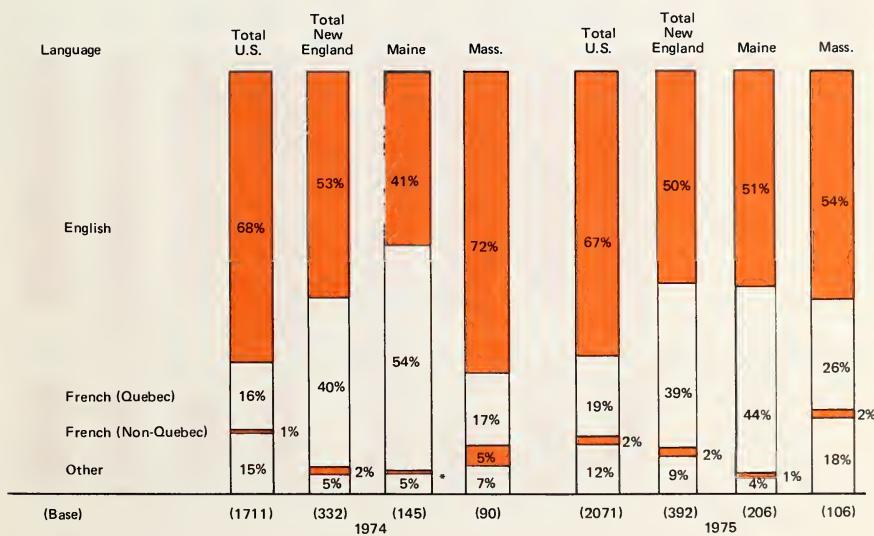
The fact that 50% of New England's Canadian visitors came from the province of Quebec does not necessarily imply that they are French speaking. In actuality, fewer (39%) were French speaking residents of Quebec.

Consequently, the small non-French communities of Quebec contributed as many as 11% of New England's visitors from Canada.

However, clearly New England and Maine in particular were more popular than other regions of the U.S. to the French community in 1975. Overall, only 19% of all vacationers to the U.S. were French speaking, compared with 39% to New England and 44% to Maine.

In spite of the marginal decline in Quebec visitors as a share of all travelers to the region, the French-speaking segment remained constant — with a 39% to 40% share during 1974 and 1975.

Chart 6
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY LANGUAGE



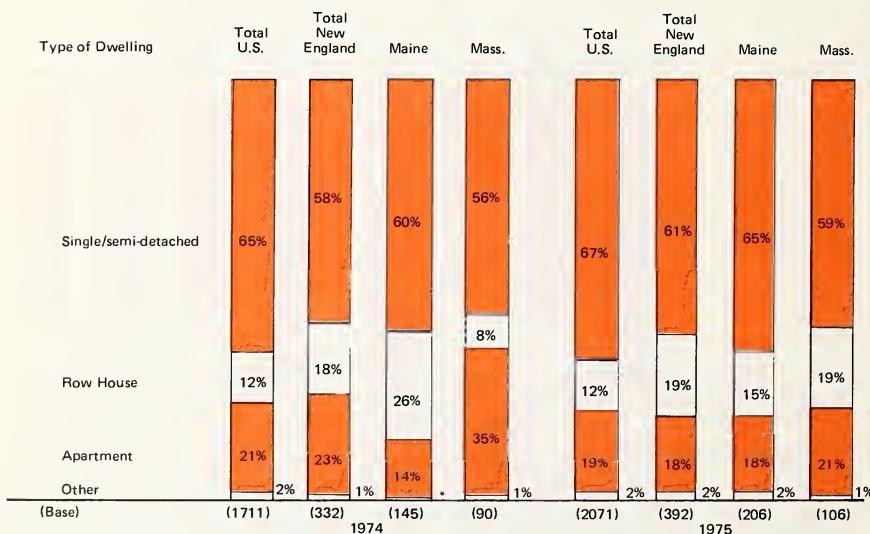
e) Type of Dwelling Occupied/Ownership

New England visitors were not like most Canadians traveling to the U.S. with respect to the type of dwelling they occupied and whether or not they owned that dwelling. The majority who vacationed in New England lived in a detached or semi-detached home (61%) and owned their own home (58%).

Those living in townhouses and apartments were split about evenly, 19% and 18%, respectively.

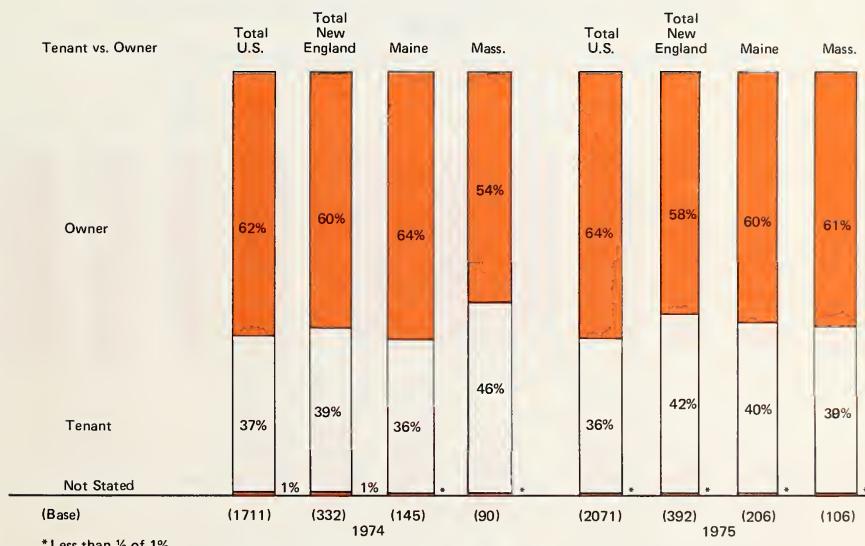
No significant change occurred in these proportions between 1974 and 1975.

Chart 7
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY TYPE OF DWELLING



* Less than 1/2 of 1%

Chart 8
 CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
 BY DWELLING OWNERSHIP



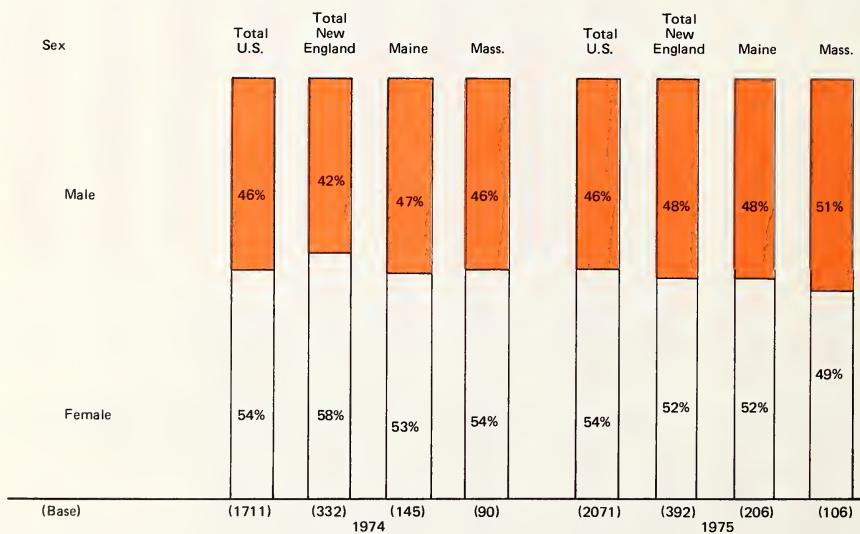
* Less than 1/2 of 1%

f) Sex

The growth in travel to New England by women between 1973 and 1974 apparently did not continue into 1975. Females represented about half (52%) of Canadians vacationing in New England, a decrease from the unusually high level of 58% in 1974, but still above the 1973 share of 47%.

The proportion of total Canadian visitors represented by women is now very similar for Maine (52%), Massachusetts (49%) and the U.S. in total (54%).

Chart 9
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY SEX



* Less than 1/2 of 1%

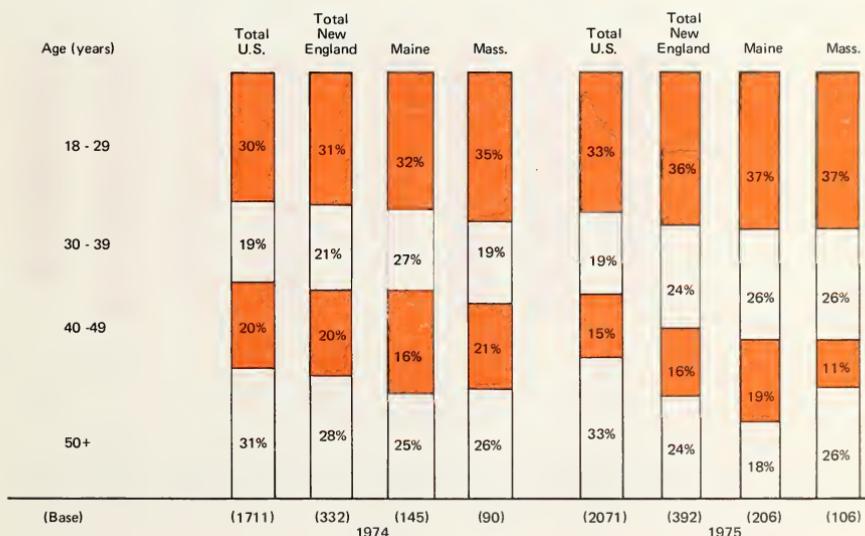
g) Age

New England appeared to be more popular to younger Canadians in 1975 than in 1974. In 1975, those between 18 and 29 years of age represented 36% of New England's Canadian visitors, an increase from the 31% share recorded in the previous year and below the 1973 share of 45%. This trend toward younger travelers was also apparent among visitors to Maine and Massachusetts, as well as among Canadians vacationing in other regions of the U.S. Perhaps this younger age group is once again finding vacations affordable after being deterred by the high energy related prices of 1974.

Consistent with earlier years, fewer Canadians over 50 years of age visited New England than the U.S. in general. About 24% of Canadian visitors to New England were 50 years of age or over compared with 33% nationally.

There was some difference between the age groups of Canadians visiting Maine and Massachusetts. The former had less appeal to those over 50 (18%) than the latter, which attracted 26% of its visitors from this age group.

Chart 10
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY AGE



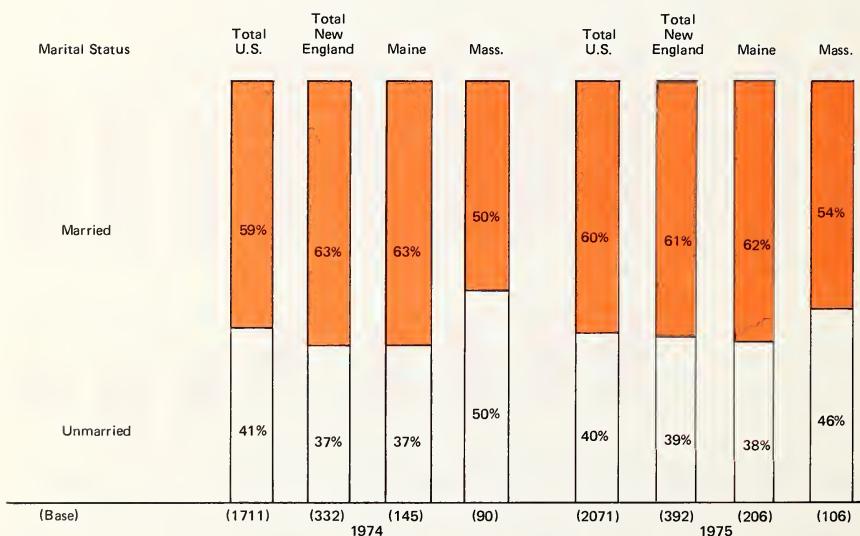
* Less than 1/2 of 1%

h) Marital Status

Consistent with 1974, Massachusetts in 1975 attracted more unmarried vacationers (46%), than did Maine (38%), the New England region overall (39%), or the U.S. in total (40%).

Undoubtedly, the city appeals of Boston, particularly for the young and unmarried had some bearing on this, while other New England states appeared to be visited more for their family or couple-oriented attractions.

Chart 11
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY MARITAL STATUS



i) Education

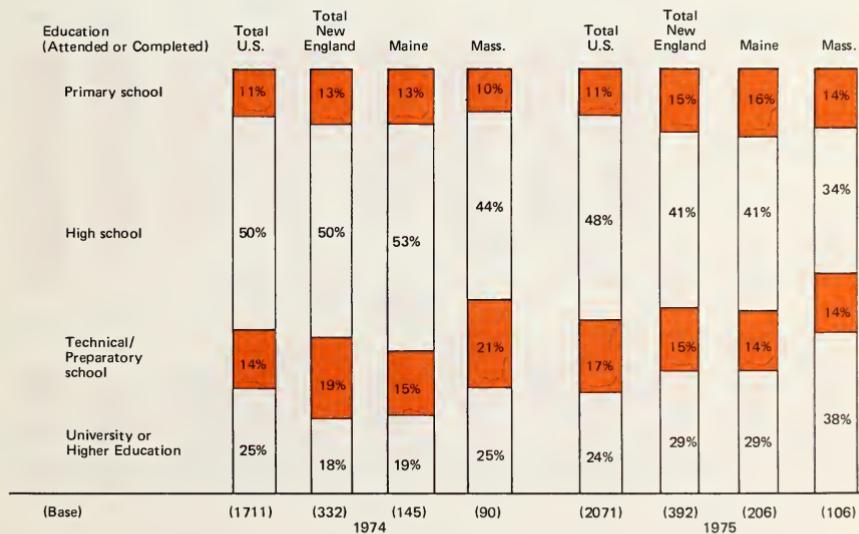
New England drew a slightly better educated Canadian than did the U.S. in general in 1975. This was not the case in 1974 when New England's visitors were slightly less well educated than the average Canadian visitor to the United States.

This year, 29% of New England's vacationers had attended a university for a year or more,

compared to 24% for the U.S. overall. The proportion of the university-educated among travelers to Massachusetts was 38%, while Maine was representative of the region with 29%.

In spite of these trends, however, the majority of New England's visitors had not gone beyond high school - 41% had attended high school and 15% had only attended elementary school.

Chart 12
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY EDUCATION



j) Occupation of Head of House

In 1975, Canadians in households where the chief wage earners were employed in white collar occupations (professionals, managers, and sales and clerical personnel) represented about half (47%) of New England's Canadian visitors – 48% of the Canadian visitors to Maine and 56% of visitors to Massachusetts.

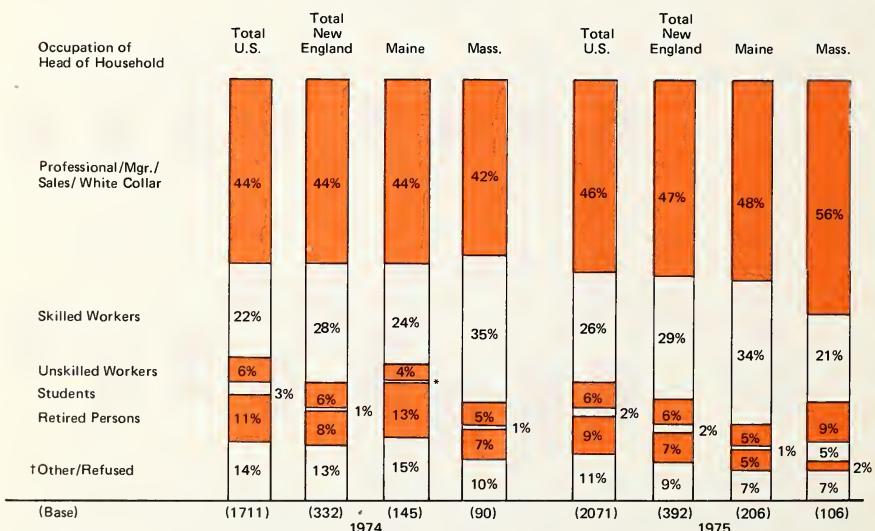
Skilled workers represented the second largest occupational category (29%) for Canadian

visitors to New England. Maine received slightly more from this occupational grouping (34%) than did Massachusetts (21%).

Students accounted for only a minor segment of Canadians vacationing in New England (2%), as did retired individuals (7%).

Overall, the New England occupational breakdown is not unlike the national visitor profile.

Chart 13
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY OCCUPATION OF HEAD OF HOUSEHOLD



* Less than 1/2 of 1%

† Primarily includes housewives and Farmers

k) Family Income

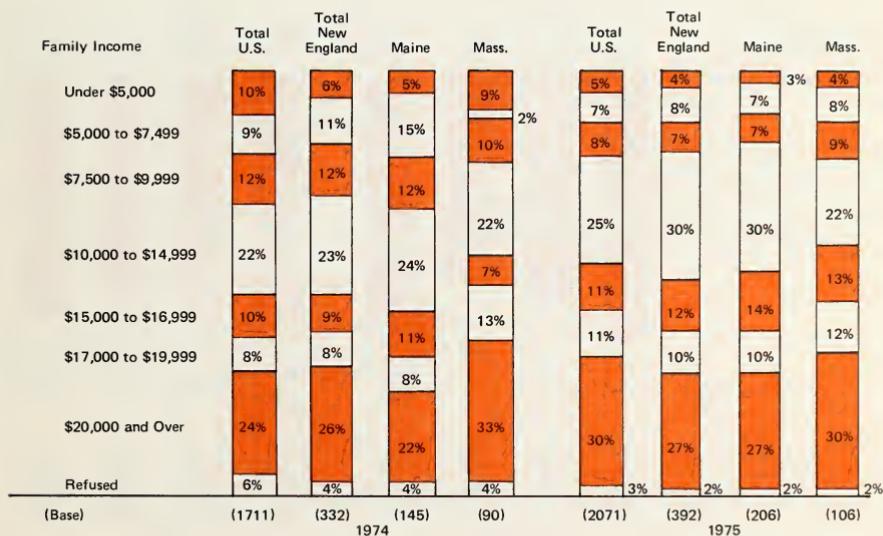
The median family income of New England's Canadian visitors was \$15,000 in 1975, similar to the median for Canadians vacationing in the U.S. as a whole.

In contrast, Massachusetts' visitors were marginally more upscale - 55% earned over 15,000 ,

while travelers to Maine tended to be closer to the regional average.

These income proportions have remained basically constant since 1974 although in most cases traveler incomes have increased overall since 1973, as have incomes generally.

Chart 14
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY FAMILY INCOME



I) Family Composition

Canadians with no children living at home comprised over half (54%) of New England's visitors in 1975, as they did in 1974 and 1973.

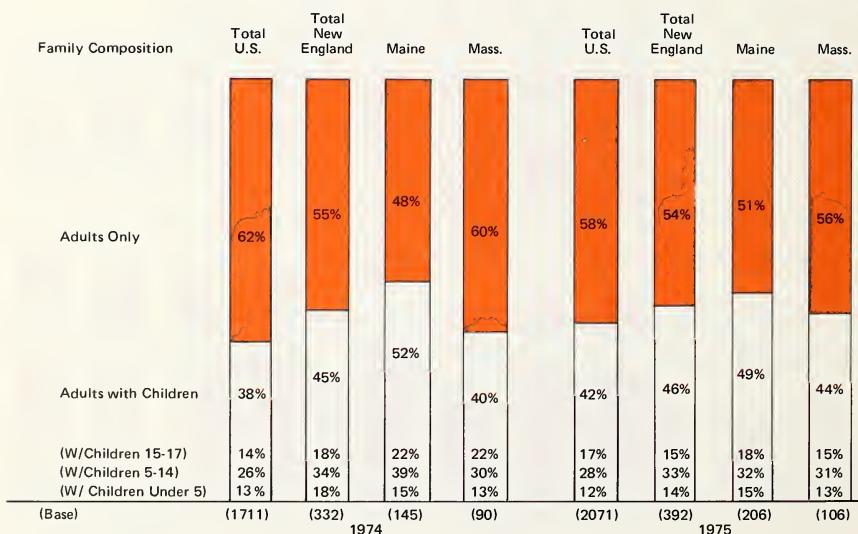
Among those with children, 15% had family members between 15 and 17 years of age, 33% had children between 5 and 14 years of age, and 14% had children under 5 years.

Maine tended to attract more "families" than

did Massachusetts, reflecting the earlier finding that unmarried individuals are perhaps more interested in the urban attractions of that state.

In 1975, the mean number of adults in the travel party to New England was 3.06 persons, slightly larger than the average for the U.S. as a whole (2.76). This figure reflects the higher incidence of families with children among travelers to the region than nationally.

Chart 15
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY FAMILY COMPOSITION



See Volume 1, Appendix 11Q for more detailed breakdown

3. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1975 Canadian vacation trips to New England: purpose of trip/party size; main mode of transport; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead time; favorable impressions of the U.S.; and unfavorable impressions of the U.S.

a) Purpose of Trip/party Size

Sightseeing and spending time at a vacation spot were the dominant reasons for travel to New England and were significantly more prevalent than in previous years. In 1975, 49% of Canadians vacationing in New England indicated that the main purpose of their trip was to sightsee while 45% claimed that their main reason for traveling to New England was to spend time at a vacation spot.

In contrast, in 1973 and 1974 only 23% and 25%, respectively, indicated sightseeing as the dominant reason for travel to New England. Similarly in 1973 and 1974, only 31% and 36%, respectively, considered spending time at a vacation spot to be their primary reason to visit New England.

Visiting friends and relatives was the key appeal to 31% of Canadian travelers to New England in 1975, but was no longer the single most common reason for travel to the region as it was in 1973 and 1974.

Twenty percent of Canadians vacationing in New England did so to engage in outdoor activities including camping. This proportion remained unchanged from 1974.

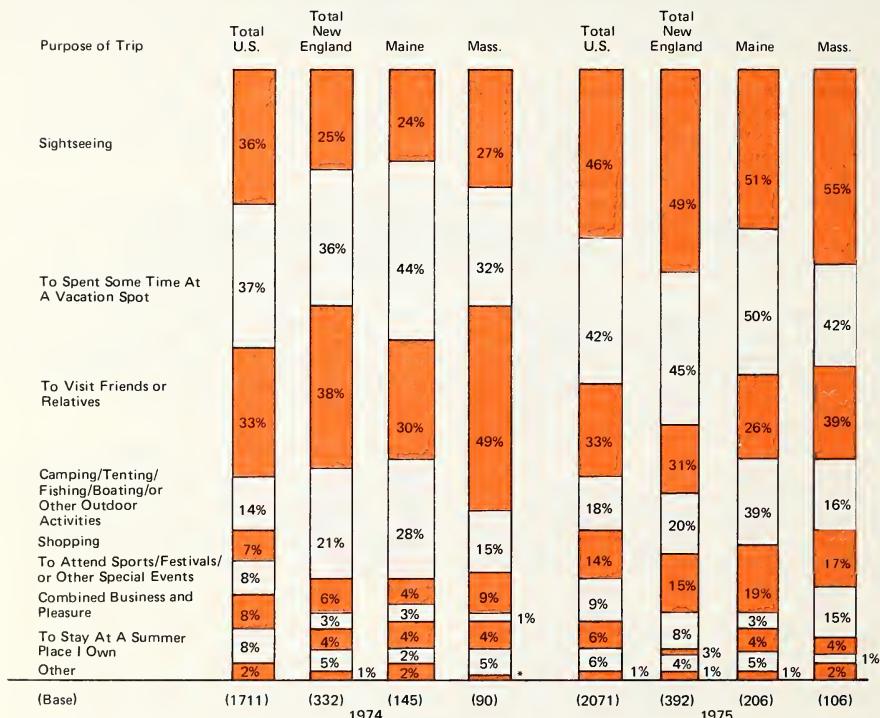
The 1975 Canadian vacationer in New England had essentially the same objectives in mind as the average U.S. visitor - with roughly the same proportion visiting friends and relatives, sightseeing, and staying at a resort.

During the past few years a relatively stable proportion of visitors to the U.S. listed visiting friends or relatives as a major reason for traveling to the U.S., while the importance of this activity for travel to New England in 1975 decreased considerably. With respect to sightseeing and spending time at a vacation spot, these activities gained in importance for both total U.S. visitors and New England visitors in 1975.

Massachusetts, in comparison to Maine, appears to have greater social ties with Canada -- as 39% of their visitors were seeing friends or relatives compared with only 26% for Maine. On the other hand, Maine's outdoor attractions were considerably more important to the Canadian vacationer than were Massachusetts' outdoor attractions - 39% of Maine's visitors and 16% of Massachusetts' visitors, respectively, visited those states for that reason.

During 1975, the average Canadian party vacationing in New England consisted of 3.1 adults, an increase from 2.53 in 1974. Compared with the U.S. overall (2.8 adults), parties in New England were slightly larger (see Appendix B-2).

Chart 16
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY PURPOSE OF TRIP



* Less than 1/2 of 1%

Note: Totals add to more than 100% due to multiple responses

b) Main Mode of Transport

The automobile has regained some of its popularity lost in 1973 and 1974, probably due to the easing of the energy situation in 1975.

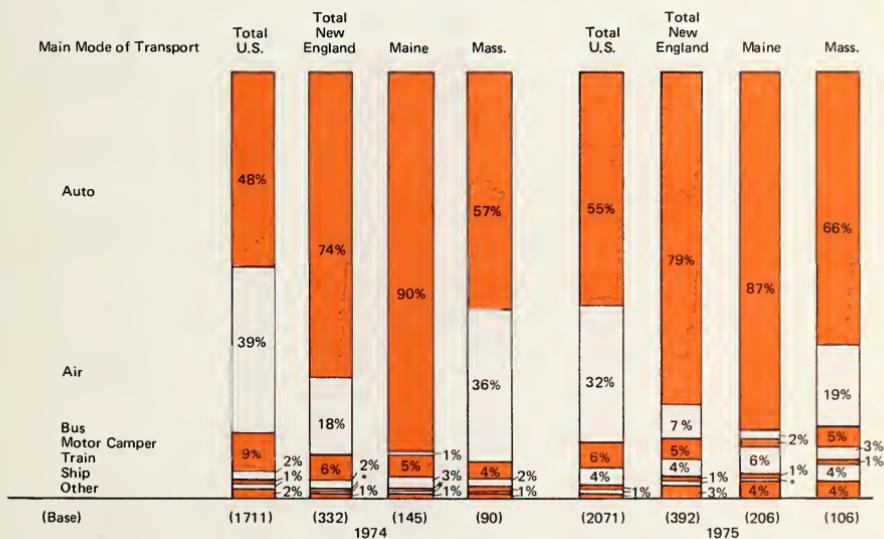
Auto travel was the dominant mode of transportation for Canadians vacationing in New England in 1975, accounting for 79% of the trips compared to 55% of the trips to the U.S. overall in that year.

As could be expected, the proportion of air trips to the total United States by Canadian vacationers declined in 1975 – from 39% in 1974 to .32% in 1975. However, the 1975 pro-

portion of air trips still surpassed the 1973 level of 23%. Although this pattern was also evident in Massachusetts (8% in 1973, 36% in 1974, and 19% in 1975) it did not hold true for the New England region as a whole which experienced a drop in air travel below the 1973 level -- 9% in 1973, 18% in 1974, and 7% in 1975.

In 1975, bus travel to New England (5%) was almost as common as air travel (7%). Four percent of those vacationing in the New England region traveled by camper (slightly higher for Maine at 6%).

Chart 17
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1975
BY MAIN MODE OF TRANSPORT



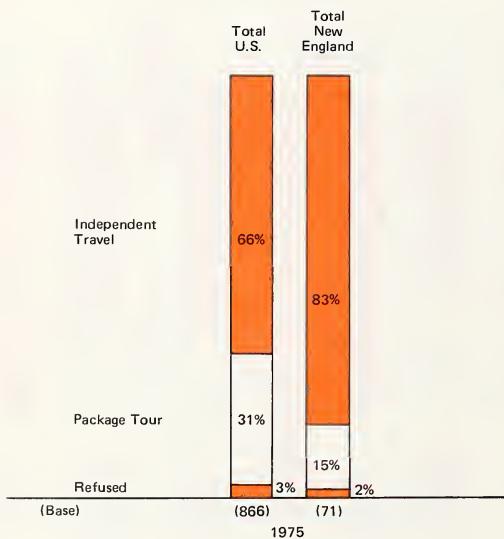
* Less than 1/2 of 1%

c) Use Of Package Tours

Among those who traveled by common carrier to New England (15%), packaged tours (where "accommodation, transportation fares and other arrangements are purchased for one package price") were bought by 15%.

In comparison, among all trips to the U.S. which involved the use of common carrier, twice as many Canadian visitors traveled on a package tour (31%).

Chart 18
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY USE OF PACKAGED TOUR AMONG USERS OF
PUBLIC TRANSPORTATION



d) Seasonality

As the following two charts indicate, New England was clearly a summer destination for Canadians in 1975, especially during July. As many as 72% of Canadian vacationers traveled to the region during the third quarter, with 40% specifically choosing July. The comparable figures for the U.S. overall were considerably lower with 42% traveling during the third quarter and only 20% during July.

August was the second most popular month of travel to New England (26% of the trips), followed by June (10%). The winter months of January to March attracted only 2% of New England's Canadian vacationers.

Since 1974, the third quarter peak in the visitor curve has become even more pronounced. In 1974, 64% vacationed in New England during July, August, and September, compared to 72% in 1975.

The third quarter also attracted a larger share to both Maine and Massachusetts. In Maine, 82% of Canadian visitors to the state vacationed during that period, up from 75% in 1974, and in Massachusetts 66% visited during the third quarter, an increase from 59% in 1974.

Undoubtedly the rise in travel during the summer months resulted from the apparent resurgence of vacationers following the 1974 energy crisis.

Chart 19
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY SEASONALITY (Quarterly)

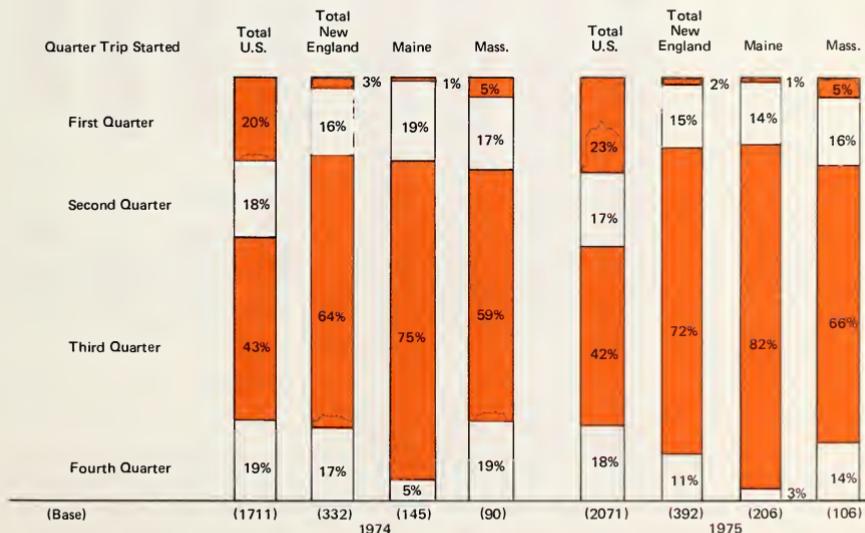
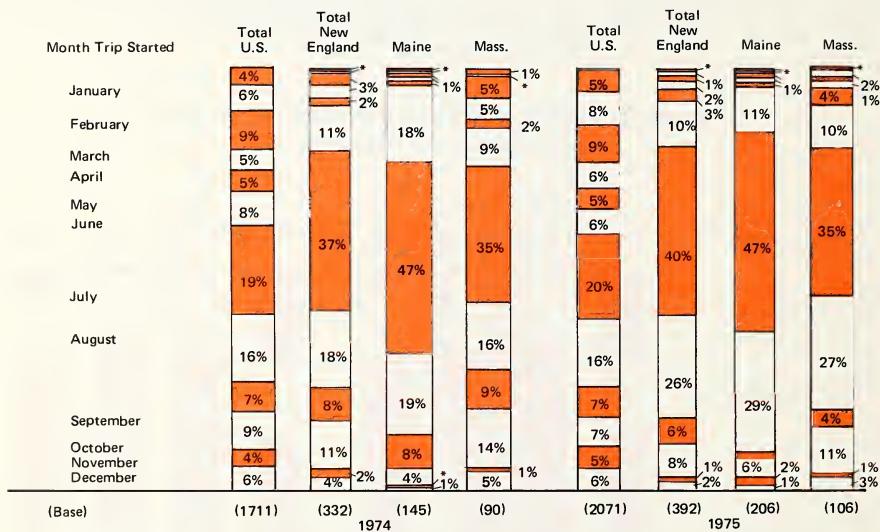


Chart 20
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY SEASONALITY (by Month)



e) Accommodation

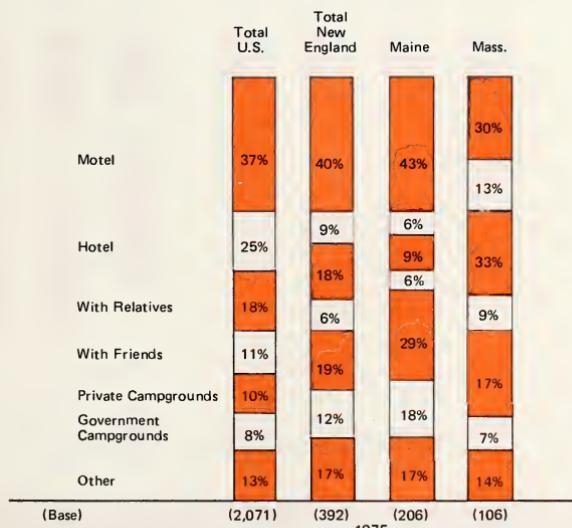
The motel was the most popular type of accommodation for New England's Canadian visitors (40%), followed by staying in campgrounds (31%). Another 18% indicated that they stayed with relatives and 6% with friends.

Only 9% of Canadian visitors to New England stayed in hotels, well below the overall level of 25% among Canadian visitors to the U.S. in general.

In Maine, as could be predicted, camping was very popular (47%), as were motels (43%) to the many Canadians on driving vacations.

In Massachusetts, as many as 33% of Canadian vacationers stayed with relatives and 9% with friends. Hotels were also more often patronized (13%) than in the New England region overall, undoubtedly due to the city-orientation of many Massachusetts vacations.

Chart 21
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY TYPE OF ACCOMMODATION



Note: totals do not add to 100% due to Multiple responses

f) Length of Stay

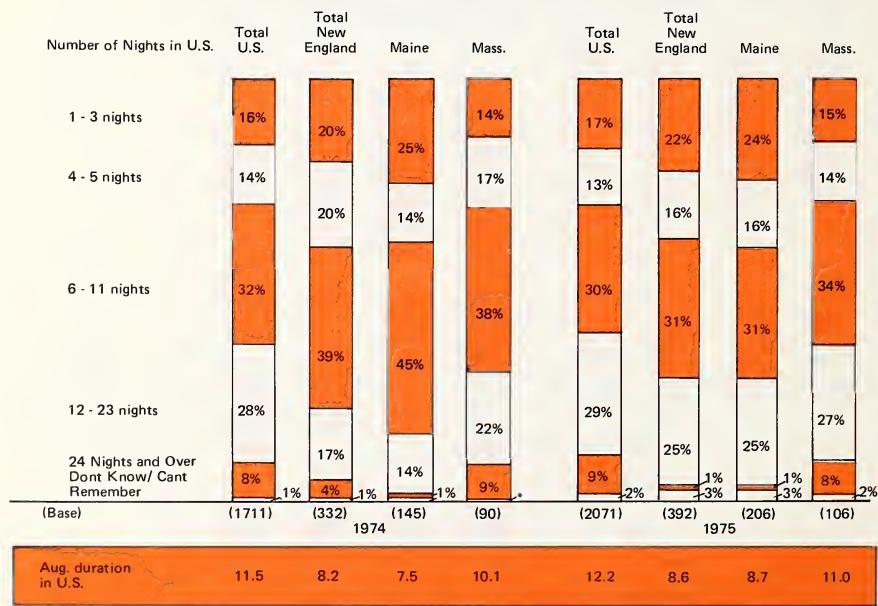
In 1975, Canadian vacationers to New England stayed an average of 8.6 nights in the United States, below the national average of 12.2 nights. However, the duration was longer than in 1974 when New England visitors spent 8.2 nights. This increase in the average length of trips represents a move toward the average length of trip recorded in 1973 (9.5 nights).

The most popular length of stay in New England was 6 to 11 nights (31%) followed by 12 to 23 nights (25%).

The longer average stay was apparently the result of more vacationers staying 2 to 3 weeks (12 to 23 nights) than in 1974, as illustrated in Chart 22.

Maine more often was the destination than Massachusetts for short visits by Canadians, probably because of its proximity to the border. Thus, the average length of stay for Canadian vacationers in Maine was 8.7 nights in 1975, compared with a somewhat longer stay of 11.0 nights for those vacationing in Massachusetts.

Chart 22
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY LENGTH OF STAY



* Less than 1/2 of 1%

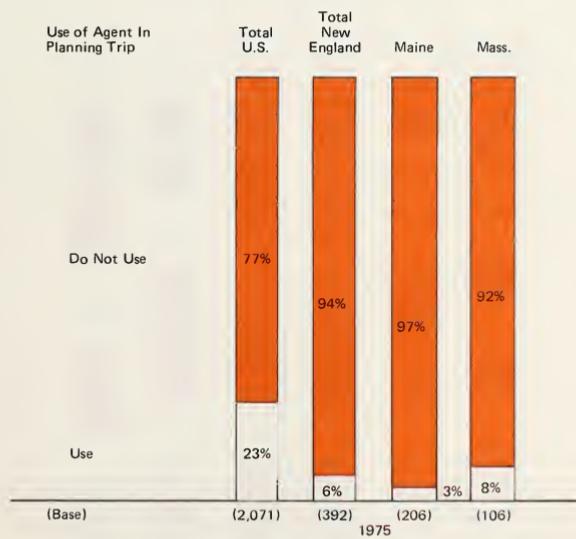
g) Use of A Travel Agent

Six percent of the Canadians vacationing in New England in 1975 made use of an agent when planning their trips. This relatively low inclination to use travel agents undoubtedly was because of the popularity of auto travel to New England which typically does not involve the services of a travel agent.

Overall, approximately 25% of Canadians vacationing in the U.S. made use of a travel agent in some way.

Among visitors to Maine, only 3% used a travel agency when planning, while among Massachusetts destined vacationers, 8% used a travel agency. The higher Massachusetts level tends to correlate with the greater use of air travel to that state.

Chart 23
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY USE OF TRAVEL AGENT



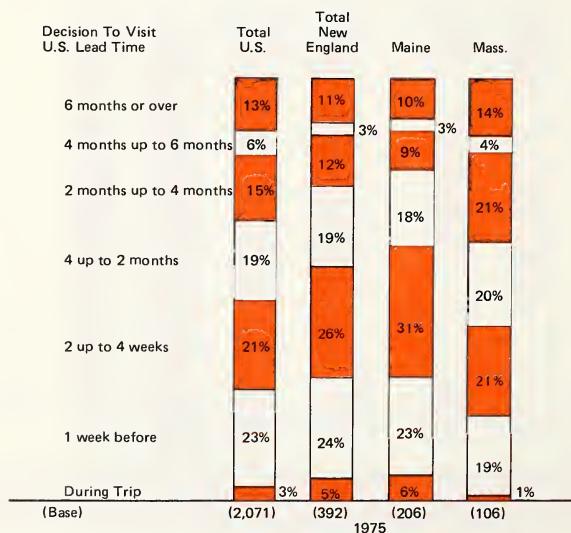
h) Decision Lead - Time

Most Canadians vacationing in New England planned to visit the U.S. within 2 months of departure (74%). More specifically, 24% indicated that they made their decision within 1 week of departure, 26% decided between 2 and 4 weeks before departure, and another 19% indicated they made their decision between 4 weeks and 2 months before leaving on their trip. It is interesting to note that 5% of Canadians visiting New England did not decide to visit the New England region until after their trip had begun.

The decision lead - time pattern for New England visitors was very similar to the overall U.S. trip decision pattern.

A trip to Maine in comparison with Massachusetts involved a shorter lead - time. The majority (60%) of Canadians vacationing in the border state of Maine decided to visit the U.S. within 4 weeks of departure, while fewer, 41%, of Massachusetts visitors made their decision within 4 weeks of departure.

Chart 24
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY DECISION LEAD TIME



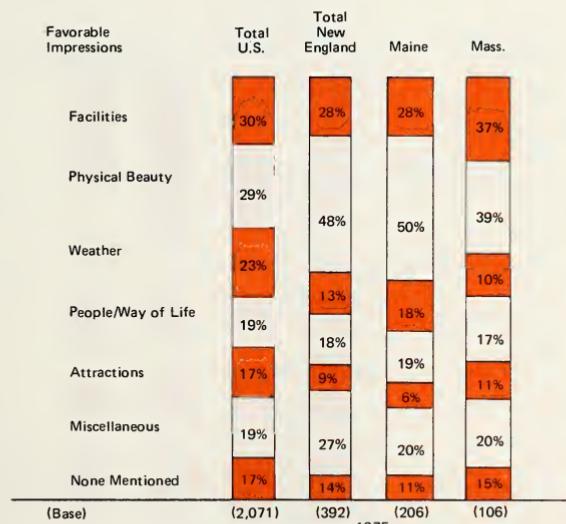
i) Favorable Impressions Of The U.S.

The physical beauty of New England was indicated to be the major attraction of the region to Canadian vacationers. Almost half (48%) reported natural appeals, including the beaches and the ocean, among their most favored memories. These appeals were a significantly more important part of the New England vacation product than for most other regions of the U.S.

Other favorable impressions of New England to visitors were the facilities (28% - including accommodation, restaurants, shopping and roads among others), the people and way of life (18%), and a variety of specific attractions (9%).

Natural beauty and promise of good weather appeared to be more important assets for Maine than for Massachusetts'. Facilities, specific attractions and activities appeared to be more significant appeals for the Canadian visitor to that state.

Chart 25
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY FAVORABLE IMPRESSIONS OF U.S.



Note : Totals add to more than 100% due to multiple response

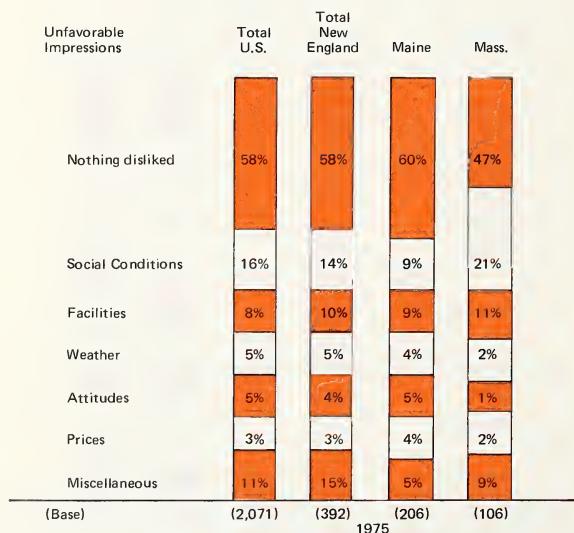
j) Unfavorable Impressions of the U.S.

Most Canadians (58%) could not recall any unfavorable aspects of their recent trip to the U.S. Among those who did, however, "social conditions" were the most commonly cited (16%). These were primarily city - related and typically ranged from complaints of "dirtiness" and "too much smog" to "traffic" and "violence".

Comments on New England reflected this national reaction. Over half (58%) could not

recall any unfavorable impressions; and among those who did, social conditions were the most prominent. With respect to specific comments regarding Maine and Massachusetts, because of the lack of large, congested, urban areas in Maine, complaints of social problems were relatively few (9%) among visitors to that state. While those vacationing in Massachusetts in contrast, were twice as likely to play back a negative comment on city - oriented problems (21%).

Chart 26
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1975
BY UNFAVORABLE IMPRESSIONS OF U.S.



Note: Totals add to more than 100% due to multiple response

APPENDICES

Appendix A

DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS	5. GREAT LAKES COUNTRY	9. ISLANDS
1. NEW ENGLAND	Illinois Indiana Iowa Michigan Minnesota Ohio Wisconsin	American Samoa Guam Hawaii Puerto Rico Virgin Islands
2. EASTERN GATEWAY	Colorado Montana Nebraska	CANADIAN REGIONS
3. GEORGE WASHINGTON COUNTRY	North Dakota South Dakota Utah Wyoming	ATLANTIC PROVINCES
		Newfoundland Prince Edward Island Nova Scotia New Brunswick
4. THE SOUTH	Arizona Kansas Missouri New Mexico Oklahoma Texas	QUEBEC
		ONTARIO
	8. FAR WEST	PRAIRIE PROVINCES
	Alaska California Idaho Nevada Oregon Washington	BRITISH COLUMBIA
		Other Yukon/N.W.T.

DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

"Vacation trip" essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

Appendix B

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Appendix B-1

(Regional Data Prorated to Equal 100%)

Regions and States	Base (Trips)				Estimated Household Trips		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$million)		Percent of total Canadian vacation expenditures	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England	(332)	(392)	238,000	309,000	392,000	527,000	15%	16%	\$46	\$57	7%	7%		
(Maine)	(145)	(206)	105,000	156,000	183,000	264,000	7	8	22	30	3	4		
(Massachusetts)	(90)	(106)	66,000	93,000	105,000	132,000	4	4	15	18	2	2		
Eastern Gateway	(239)	(365)	190,000	316,000	313,000	527,000	12	16	55	79	9	10		
(New York)	(195)	(268)	161,000	227,000	261,000	362,000	10	11	42	61	7	8		
(New Jersey)	(58)	(108)	42,000	96,000	78,000	165,000	3	5	18	24	3	3		
George Washington Country	(106)	(104)	84,000	79,000	131,000	131,000	4	4	27	27	4	3		
The South	(334)	(481)	287,000	409,000	444,000	658,000	17	20	166	217	26	28		
(Florida)	(263)	(392)	220,000	338,000	366,000	560,000	14	17	138	199	22	26		
Great Lakes Country	(199)	(224)	178,000	209,000	288,000	330,000	11	10	46	51	7	7		
Mountain West	(114)	(168)	101,000	143,000	183,000	231,000	7	7	28	48	4	6		
Frontier West	(64)	(48)	62,000	51,000	105,000	66,000	4	2	30	28	5	4		
Far West	(431)	(441)	376,000	380,000	575,000	626,000	22	19	136	152	22	20		
(California)	(175)	(194)	164,000	162,000	235,000	264,000	9	8	81	94	13	12		
(Washington)	(189)	(195)	147,000	156,000	261,000	264,000	10	8	29	37	5	5		
U.S. Islands	(139)	(144)	103,000	115,000	157,000	165,000	6	5	91	105	14	14		
U.S. Unspecified	(28)	(43)	25,000	35,000	26,000	33,000	1	1	6	13	2	2		
Total U.S. Mainland	(1,588)	(1,937)	1,541,000	1,931,000	2,457,000	3,129,000	94	95	540	672	86	86		
Total U.S.	(1,711)	(2,071)	1,644,000	2,046,000	2,614,000	3,294,000	100%	100%	631	777	100%	100%		

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Regions and States	Base (Trips)		Average number of adults on trip		Average number of adults from own household		Average number of nights spent in U.S.	
	1974	1975	1974	1975	1974	1975	1974	1975
New England	(332)	(392)	2.53	3.06	1.65	1.88	8.2	8.6
(Maine)	(145)	(206)	2.73	3.12	1.71	1.73	7.5	8.7
(Massachusetts)	(90)	(106)	2.26	2.84	1.51	1.58	10.1	11.0
Eastern Gateway	(239)	(365)	2.38	2.71	1.66	1.61	8.2	9.3
(New York)	(195)	(268)	2.24	2.58	1.64	1.58	7.7	9.0
(New Jersey)	(58)	(108)	2.75	3.06	1.71	1.69	11.6	9.8
George Washington Country	(106)	(104)	2.55	2.70	1.63	1.74	13.9	11.1
The South	(334)	(481)	2.48	2.78	1.60	1.62	17.5	19.7
(Florida)	(263)	(392)	2.21	2.72	1.63	1.62	18.6	21.1
Great Lakes Country	(199)	(224)	2.31	2.84	1.67	1.52	9.2	13.6
Mountain West	(114)	(168)	2.26	2.52	1.78	1.67	9.3	9.8
Frontier West	(64)	(48)	2.18	2.81	1.51	1.48	15.7	28.2
Far West	(431)	(441)	2.11	2.49	1.52	1.60	11.6	12.6
(California)	(175)	(194)	1.95	2.39	1.47	1.58	16.8	18.1
(Washington)	(189)	(195)	2.25	2.30	1.71	1.73	8.2	9.8
U.S. Islands	(139)	(144)	2.39	3.06	1.51	1.50	15.3	12.7
U.S. Unspecified	(28)	(43)	2.65	2.76	1.68	1.50	14.2	12.8
Total U.S. Mainland	(1,588)	(1,937)	2.36	2.73	1.60	1.61	11.3	12.2
Total U.S.	(1,711)	(2,071)	2.36	2.76	1.59	1.61	11.5	12.2

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (Trips)		Total trip expenditures per vacation party		Daily trip expenditures by vacation party		Total trip expenditures per adult		Daily trip expenditures per adult	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England	(332)	(392)	\$303	\$365	\$37	\$42	\$120	\$119	\$15	\$14
(Maine)	(145)	(206)	345	382	46	42	126	122	17	13
(Massachusetts)	(90)	(106)	326	397	32	36	144	140	14	13
Eastern Gateway	(239)	(365)	392	453	48	48	165	167	20	18
(New York)	(195)	(268)	350	444	45	48	156	172	20	19
(New Jersey)	(58)	(108)	591	489	51	49	215	160	19	16
George Washington Country	(106)	(104)	544	570	39	54	213	211	15	20
The South	(334)	(481)	910	870	52	55	367	313	21	20
(Florida)	(263)	(392)	895	1,023	48	54	405	376	22	20
Great Lakes Country	(199)	(224)	376	489	41	37	163	172	18	13
Mountain West	(114)	(168)	408	543	44	59	181	215	19	23
Frontier West	(64)	(48)	727	1,118	46	41	333	398	21	15
Far West	(431)	(441)	545	671	47	57	258	269	22	23
(California)	(175)	(194)	738	899	44	55	378	376	23	23
(Washington)	(189)	(195)	309	465	38	55	137	202	17	24
U.S. Islands	(139)	(144)	1,350	1,531	88	122	565	500	37	40
U.S. Unspecified	(28)	(43)	420	798	30	64	158	289	11	23
Total U.S. Mainland	(1,588)	(1,937)	518	592	46	52	219	217	19	19
Total U.S.	(1,711)	(2,071)	570	651	50	57	242	236	21	21

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)	Total trip expenditures		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		
		1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	
Expenditures in U.S. only:																		
Total	(1,711)	(2,071)	\$570	\$651	\$242	\$236	\$50	\$57	\$21	\$21	11.5	12.2	2.36	2.76	1.59	1.61	
Residence:																		
Atlantic Provinces	(63)	(180)	373	581	170	210	40	58	18	21	9.3	9.6	2.20	2.77	1.53	1.75	
Quebec	(431)	(545)	515	581	197	186	41	50	16	16	12.6	12.8	2.61	3.13	1.66	1.65	
French Quebec	(271)	(403)	624	588	222	176	49	53	17	16	12.7	12.6	2.81	3.34	1.72	1.69	
English Quebec	(95)	(142)	515	564	259	215	48	44	24	17	10.7	13.5	1.99	2.62	1.49	1.55	
Ontario	(673)	(738)	589	656	250	248	53	56	23	21	11.1	12.5	2.36	2.68	1.52	1.58	
Prairies	(263)	(277)	516	722	247	252	45	64	22	22	11.4	11.7	2.09	2.87	1.50	1.55	
British Columbia	(270)	(319)	624	723	318	333	58	69	29	32	10.8	11.9	1.96	2.17	1.47	1.61	
City of residence: *																		
Vancouver	(166)	(181)	652	763	--	332	62	71	--	31	10.5	11.8	--	2.30	1.38	1.69	
Calgary/Edmonton	(80)	(60)	695	958	--	352	58	82	--	30	12.0	11.5	--	2.72	1.44	1.32	
Winnipeg	(62)	(64)	477	641	--	283	31	44	--	19	15.3	16.0	--	2.26	1.38	1.69	
Toronto	(254)	(290)	515	617	--	260	51	47	--	20	10.1	13.9	--	2.37	1.48	1.50	
Montreal	(206)	(305)	599	608	--	205	40	52	--	18	15.1	12.4	--	2.97	1.57	1.63	
English	(67)	(101)	419	596	--	231	31	48	--	19	10.7	12.9	--	2.58	1.49	1.54	
French	(86)	(173)	815	629	--	195	44	57	--	18	18.6	11.7	--	3.22	1.68	1.68	
Other	(53)	(31)	459	540	--	181	31	39	--	13	14.8	14.9	--	2.98	1.30	1.65	
Community size:																		
Urban	(1,490)	(1,727)	557	648	249	241	50	56	21	21	11.7	12.2	--	2.69	--	1.60	
Rural	(218)	(344)	455	672	193	211	45	65	19	20	10.2	12.3	--	3.19	--	1.66	

* Data have limited value due to small sample sizes
.. not available

	Base (trips)	Total trip expenditures		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		
		1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	
Sex:																
Male	(792)	(944)	\$624	\$664	\$264	\$241	\$55	\$60	\$23	\$22	11.3	11.7	--	2.75	--	1.63
Female	(916)	(1,127)	519	639	220	232	45	55	19	20	11.6	12.7	--	2.76	--	1.59
Age:																
18 to 29	(505)	(626)	519	605	220	210	50	56	21	19	10.5	10.6	--	2.91	--	1.43
30 to 39	(323)	(401)	604	623	256	238	63	69	27	26	9.6	9.3	--	2.62	--	1.69
40 to 49	(341)	(337)	572	706	242	263	60	74	25	28	9.5	9.7	--	2.68	--	1.90
50 and over	(537)	(707)	601	696	255	256	41	47	17	17	14.8	16.7	--	2.72	--	1.61
Language:																
French Quebec	(224)	(405)	634	588	269	176	48	53	21	16	13.1	12.6	--	3.34	--	1.69
Rest of Canada	(433)	(1,666)	557	665	236	254	50	58	21	22	11.2	12.2	--	2.62	--	1.59
Marital status:																
Single	(461)	(425)	539	622	228	211	45	54	19	18	12.0	11.5	--	2.95	--	1.22
Married	(1,010)	(1,480)	590	679	250	250	56	62	24	23	10.5	12.2	--	2.72	--	1.89
Separated/Widowed/																
Divorced	(236)	(166)	550	573	233	225	39	42	16	16	14.3	14.1	--	2.55	--	1.12
Family composition:																
Adults only	(1,064)	(1,104)	582	679	247	245	46	52	20	19	12.6	14.5	--	2.77	--	1.52
Have children under 18	(644)	(967)	551	617	233	225	57	67	24	24	9.7	9.2	--	2.74	--	1.73
Socio economic level:																
Upper	(497)	(677)	692	766	102	276	65	66	10	24	10.6	12.7	--	2.78	--	1.74
Upper middle	(371)	(453)	628	737	266	262	52	60	22	21	12.0	12.2	--	2.81	--	1.66
Middle	(343)	(380)	467	546	198	198	45	54	19	20	10.3	11.3	--	2.76	--	1.52
Lower middle	(274)	(349)	477	608	202	225	37	54	16	20	12.9	12.3	--	2.70	--	1.51
Lower	(224)	(212)	504	421	214	157	40	37	17	14	12.5	12.7	--	2.69	--	1.46

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Base (trips)	Total trip expenditures		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household			
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975		
Occupation:																
Prot./Sales/White collar .	(758)	(905)	\$600	\$690	\$254	\$259	\$65	\$24	10.8	11.3	--	2.66	--	1.61		
Skilled labor	(382)	(590)	551	619	233	218	59	62	25	22	9.3	10.0	--	2.84	--	1.70
Unskilled labor	(103)	(100)	532	486	225	181	53	51	22	19	10.1	9.4	--	2.68	--	1.60
Farmer	(37)	(68)	377	933	160	315	34	93	14	31	11.2	18.7	--	2.96	--	1.68
Student	(50)	(36)	384	563	163	275	33	44	14	21	11.6	13.3	--	2.05	--	1.28
Retired/Pensioned	(180)	(240)	607	713	257	229	38	42	16	14	15.8	19.1	--	3.11	--	1.76
Other	(155)	(105)	592	571	251	211	37	32	15	12	16.2	17.4	--	2.71	--	1.15
Education completed:																
University	(248)	(254)	516	636	219	247	50	59	21	23	10.4	10.9	--	2.58	--	1.56
Technical/Preparatory ..	(151)	(176)	672	684	285	275	49	55	21	22	13.6	13.6	--	2.49	--	1.59
High school	(432)	(514)	619	674	262	265	54	55	23	22	11.4	12.6	--	2.54	--	1.64
Elementary school	(120)	(130)	694	543	294	172	42	45	18	14	16.5	14.2	--	3.15	--	1.56
Accommodation:																
Owned	(1,052)	(1,451)	578	672	245	237	52	62	22	22	11.2	12.1	--	2.83	--	1.70
Rented	(637)	(620)	568	616	241	235	47	51	20	19	12.0	12.5	--	2.62	--	1.44
Type of dwelling:																
Detached/Semi-Detached	(1,107)	(1,500)	580	670	246	244	53	62	23	23	10.9	11.9	--	2.75	--	1.67
Town house/Other attached house	(211)	(230)	602	631	255	191	51	46	21	14	11.9	14.0	--	3.30	--	1.57
Apartment	(359)	(297)	513	628	217	253	39	52	16	21	13.2	12.4	--	2.48	--	1.39
Other	(32)	(44)	718	393	304	170	71	34	30	15	10.1	11.8	--	2.31	--	1.66

	Base (trips)	Total trip expenditures \$				Total trip expenditures per adult (\$)				Daily trip expenditures by vacation party (\$)				Daily trip expenditures per adult (\$)				Average No. of nights spent				Average No. of adults on trip				
		1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	
Purpose of trip:																										
Visiting friends	(572)	(311)	\$309	\$624	\$153	\$239	\$30	\$46	\$15	\$21	\$16	10.3	12.9	2.19	2.36	1.54	1.56									
Visiting relatives	(493)	(421)	\$153	\$178	\$239	\$37	\$30	\$46	\$15	\$21	\$16	12.7	20.2	2.36	1.54	1.56	1.63									
Staying at a vacation spot	(637)	(891)	788	817	314	287	62	67	25	24	12.6	13.3	2.51	2.85	1.66	1.67										
City sightseeing/ shopping	(391)	(742)	617	713	243	256	61	63	24	23	10.1	12.0	2.54	2.79	1.62	1.66										
Rural activities	(446)	(628)	548	702	219	233	53	54	21	18	10.4	13.7	2.50	3.01	1.61	1.62										
Other	(358)	(370)	624	669	242	225	57	58	22	20	11.0	11.8	2.58	2.97	1.55	1.55										
Purpose of trip and season:																										
June to September:																										
Visiting friends/ relatives	(313)	(364)	295	378	135	149	36	39	17	15	8.1	10.2	2.18	2.54	1.62	1.67										
Staying at a vacation spot	(313)	(423)	552	522	208	186	52	53	20	19	10.6	10.0	2.65	2.81	1.65	1.75										
City sightseeing	(211)	(359)	503	527	193	192	61	58	24	21	8.2	9.4	2.61	2.75	1.62	1.70										
Rural activities	(278)	(371)	405	536	159	184	45	51	18	17	9.0	10.6	2.55	2.92	1.66	1.67										
Other	(175)	(185)	567	479	216	162	58	51	22	17	9.7	9.6	2.63	2.95	1.55	1.55										
October to May:																										
Visiting friends/ relatives	(259)	(330)	327	553	179	263	25	45	14	21	12.9	14.1	1.83	2.10	1.44	1.51										
Staying at a vacation spot	(323)	(468)	1,023	1,068	432	371	70	75	29	26	14.7	15.8	2.37	2.88	1.67	1.61										
City sightseeing	(181)	(383)	753	890	307	314	61	66	25	23	12.3	14.3	2.45	2.83	1.61	1.63										
Rural activities	(168)	(257)	778	962	323	305	61	56	25	18	12.8	18.3	2.41	3.15	1.53	1.56										
Other	(183)	(185)	685	870	271	291	56	62	22	21	12.3	14.0	2.53	2.99	1.54	1.49										
Main mode of transport:																										
Car	(826)	(1,219)	427	510	167	178	44	51	17	18	9.7	11.1	2.56	2.87	1.77	1.71										
Plane	(660)	(606)	811	963	403	378	58	74	29	23	13.9	13.5	2.01	2.55	1.42	1.45										
Bus	(150)	(124)	455	540	195	205	43	46	18	17	10.7	17.1	2.33	2.63	1.41	1.32										
Train	(17)	(23)	383	372	180	182	31	20	15	10	12.4	12.6	2.13	2.04	1.47	1.54										
Motor camper	(40)	(96)	437	596	140	229	42	41	13	16	10.4	15.8	3.13	2.60	1.69	1.89										
Other	(50)	(55)	646	545	201	144	49	39	15	10	13.1	13.2	3.21	3.78	1.43	1.48										

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Base (trips)	Total trip expenditures			Daily trip expenditures by vacation party (\$)			Daily trip expenditures per adult (\$)			Average No. of nights spent			Average No. of adults on trip			
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Month trip started:																
December to March	(436)	(560)	\$567	\$1,009	\$405	\$374	\$55	\$63	\$26	\$23	15.6	17.7	2.14	2.70	1.57	1.54
April to May	(173)	(216)	625	631	264	234	56	56	23	21	11.3	11.7	2.37	2.70	1.54	1.55
June to September	(871)	(1,060)	444	473	182	169	46	50	19	18	9.6	9.7	2.44	2.80	1.63	1.66
October to November	(229)	(235)	479	587	195	213	44	64	18	18	10.8	9.9	2.46	2.76	1.55	1.58
Nights spent in U.S.:																
1-5	(512)	(621)	245	241	103	83	74	75	31	26	3.3	3.3	2.39	2.90	1.63	1.59
6-11	(555)	(643)	535	590	220	217	68	76	28	28	7.9	7.8	2.43	2.72	1.57	1.64
12-17	(361)	(428)	880	997	373	350	63	72	27	25	13.9	14.0	2.36	2.85	1.61	1.63
18 and over	(254)	(337)	934	1,096	432	438	29	35	13	14	32.1	33.1	2.16	2.50	1.50	1.54

Note: If the average number of persons per trip is not provided the national average of 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.

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